Comparative and non-comparative scale

Comparative Scale (nonmetric scaling- nominal and ordinal scale)

- Paired comparison Scaling
- Rank order scaling
- Constant sum Scaling
- Q-sort scaling

1**. Paired comparison scale** (ordinal scale)

- n(n-1)/2 is required
- Make choices between 2 or more objects.

2. **Rank order scaling** (ordinal scale)

- Easier and faster than the method of paired comparisons.
- The problem of transitivity (A prefers to B, B to C, but C prefers to A)
- n-1 scaling decision need be made in rank order scaling.
- presented with several objects simultaneously and asked to rank/order them

3**. Constant Sum scaling**

Respondents are asked to allocate a constant/fixed sum of unit to each attribute of the object, reflecting the importance of the respondent attaches to it.

SHOUT
SHARE
IT

4. **Q-Sort scaling technique**

- Uses a rank order procedure to sort the object based on similarity with respect to some criteria
- Important to make comparison among different responses of a respondent than the responses between different respondent.
- Comparative method of scaling
- Objects to be sorted should not be **less than 60 and more than 140**
- Range between 60-90 is considered to be most reasonable.

Non-comparative Scale

- Monadic/Metric scale
- Each object is scaled independently of the other object in the stimulus set under study
- Resulting data-interval or ratio scale

Techniques-

1. Continuous rating scale
2. Itemized rating scale

1. Continuous Rating scale (Graphic rating scale)

The Continuous Rating Scale is a **Noncomparative Scale technique** wherein the respondents are asked to rate the stimulus objects by placing a point/mark appropriately on a line running from one extreme of the criterion to the other variable criterion. the line may be horizontal or vertical, the scale point may be more or few.

Key points-

- Extreme points
- Respondent will respond first
- Researcher then divide the line in different categories.

Adv.-Computer Assisted Personal interview (CAPI) interviewee gives answer using computer.

Disadv-Scoring burdensome, provides little information

2. Itemized rating scale

The Itemized Rating Scale is **an Ordinal Scale that has a brief description or numbers associated with each category**, ordered in terms of scale positions. The respondents are asked to select the category that best describes the stimulus object being rated.

Different ways for-

- Itemized graphic scale
- Itemized verbal scale
- Itemized numeric scale

Types of itemized scaling

1. Likert scale
2. Semantic Differential Scale
3. Staples

1. Likert Scale (for measuring attitude)

- 5 Point (response) rating scale- (strongly disagree to strongly agree) (+2 to -2, or 1 to 5)
- To identify the attitude of the people towards different stimulus
- Respondents are given a set of questionnaires.
- Data obtained here are treated as the interval.

- Characteristics of Likert scale- Description, order and distance.
- **Description** (nominal) -unique labels /tag designated to each value of the scale
- **Order (**order /rank) -relative position of the descriptor
- **Distance (interval) -**absolute difference between the descriptor is known and can be expressed in unit.

2. Semantic Differential Scale.

- It is a 7-point rating scale
- Semantic differential questions simply **ask where the respondent's position is on a scale between two bipolar adjectives**, such as "Happy-Sad," "Creamy-Chalky," or "Bright-Dark.
- sometimes the negative adjectives ae place on the right and sometimes on the left, so that the tendency of the respondent can be controlled. Especially with those either very positive or very negative attitudes, to mark the right- or left-hand sides of a scale without reading the labels.
- The items can be scored on either a numeric range **-3 to +3 or 1 to 7**
  Exp: -3,-2,-1,0,+1,+2,+3
  1, 2, 3, 4, 5, 6, 7,

3. Staples

Stapel Scale is **a unipolar (one adjective) rating scale designed to measure the respondent's attitude towards the object or event**. The scale is comprised of 10 categories ranging from –5 to +5 without any neutral point (zero). The stapel scale got its name after its developer Jan Stapel

The scale is constructed vertically.

The data obtained are interval

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